NG225-2

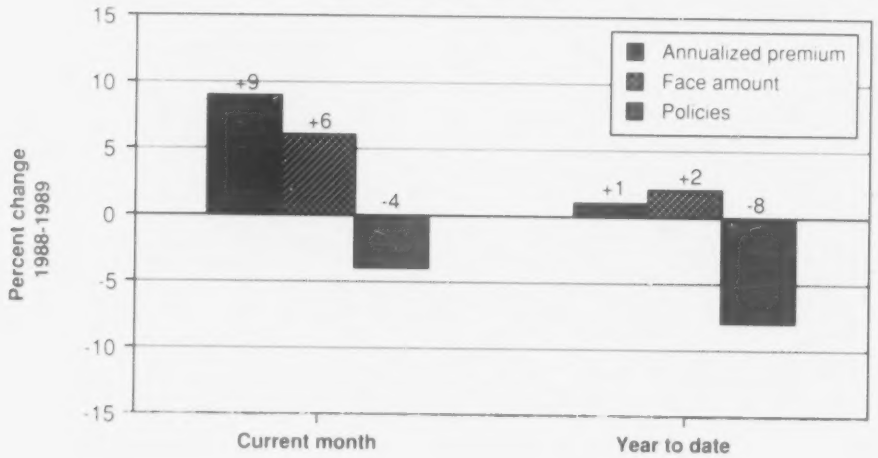
I/R Code 47.40

May 1989

MONTHLY SURVEY OF LIFE INSURANCE SALES IN CANADA

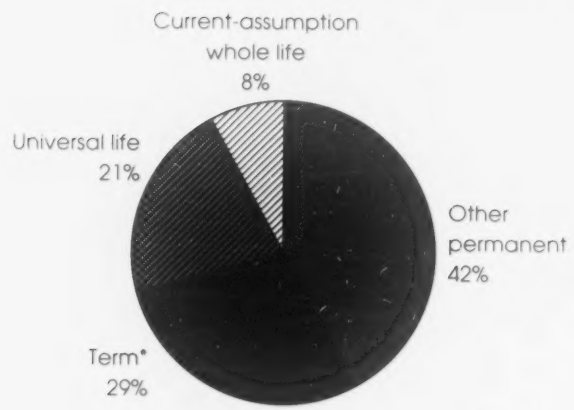
Individual Sales

37 Companies

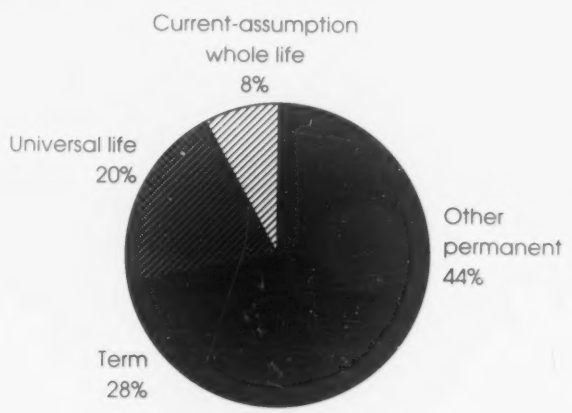


Annualized Premium Market Share by Product

26 Companies Representing 78 Percent of May Sales



Current Month



Prior 12 Months
(May 1988 - April 1989)

*For the 17 companies that sell the product and supply data. "permanent term" ("term to 100") makes up 14 percent of total May 1989 sales.

LIMRA INTERNATIONAL

Profit from our research.

Sales Comparisons with Last Year

Ratio 1989/1988

		Annualized premiums	Face amount	Number of policies
Term (24 cos.)	Month	119%	113%	106%
	Year to date	115%	111%	108%
Universal life (20 cos.)	Month	114%	108%	103%
	Year to date	111%	110%	102%
Current-assumption whole life (12 cos.)	Month	95%	76%	79%
	Year to date	85%	73%	77%
All other permanent (21 cos.)	Month	99%	83%	80%
	Year to date	88%	80%	77%

Policy Characteristics by Product

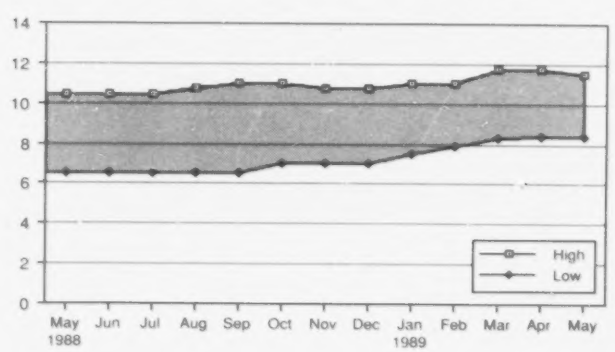
		Premium per $1,000	Average size policy	Premium per policy
Term (24 cos.)	Month	$ 3.70	$ 152,999	$ 567
	Year to date	$ 3.61	$ 152,588	$ 551
	Year-to-date ratio	104%	103%	107%
Universal life (20 cos.)	Month	$ 9.13	$ 93,878	$ 857
	Year to date	$ 9.33	$ 91,912	$ 858
	Year-to-date ratio	102%	107%	109%
Current-assumption whole life (12 cos.)	Month	$ 8.13	$ 39,410	$ 320
	Year to date	$ 7.71	$ 40,209	$ 310
	Year-to-date ratio	116%	95%	111%
All other permanent (21 cos.)	Month	$11.48	$ 51,714	$ 594
	Year to date	$11.15	$ 51,508	$ 574
	Year-to-date ratio	111%	103%	114%

Universal Life

Interest Rates This Month

Median	10.0%
Range	8.4% - 11.5%
Range of middle 50%	9.5% - 11.0%
Number of companies reporting	15
Number of plans reported	35
Number of new plans	0
Number of plans dropped	0
Number of plans showing. . .	
No change	27
Increases	1
Average increase	0.5%
Decreases	7
Average decrease	0.6%

13-Month Interest Rate Range



Contributors' Growth Rates

Change in Annualized Premium

Year to Date

Percent change 1988 - 1989	Number of companies... Group I	Group II	Group III	All
21% or over	1	0	4	5
11% – 20%	3	2	0	5
1% – 10%	3	4	2	9
-9% – 0	2	2	3	7
-19% – -10%	0	4	1	5
-20% or under	1	2	3	6

Total Sales

Revised Through Current Month

	Annualized premium (000)			Face amount (000)			Number of policies		
	1988	1989	Ratio 89/88	1988	1989	Ratio 89/88	1988	1989	Ratio 89/88
January	$ 36,056	$ 35,230	98%	$ 5,292,485	$ 5,227,629	99%	64,982	59,790	92%
February	44,398	43,184	97	6,478,676	6,631,456	102	84,482	75,442	89
March	49,816	47,731	96	7,354,328	6,990,743	95	93,311	80,274	86
April	43,084	46,238	107	6,467,890	6,800,861	105	82,193	79,190	96
May	45,740	49,867	109	6,981,893	7,432,797	106	88,788	85,012	96
June	51,352			7,657,396			92,670		
July	42,647			6,162,113			72,537		
August	38,775			5,722,121			68,299		
September	47,088			6,888,591			88,661		
October	47,926			7,081,362			88,918		
November	52,589			7,746,743			93,214		
December	55,298			8,036,262			86,332		
Year total	$554,769			$81,869,860			1,004,387		
Year to date	$219,094	$222,250	101%	$32,575,272	$33,083,486	102%	413,756	379,708	92%

	Premium per $1,000			Average size policy			Premium per policy		
	1988	1989	Ratio 89/88	1988	1989	Ratio 89/88	1988	1989	Ratio 89/88
January	$ 6.81	$ 6.74	99%	$ 81,445	$ 87,433	107%	$ 555	$ 589	106%
February	6.85	6.51	95	76,687	87,901	115	526	572	109
March	6.77	6.83	101	78,815	87,086	110	534	595	111
April	6.66	6.80	102	78,691	85,880	109	524	584	111
May	6.55	6.71	102	78,636	87,432	111	515	587	114
June	6.71			82,631			554		
July	6.92			84,951			588		
August	6.78			83,780			568		
September	6.84			77,696			531		
October	6.77			79,639			539		
November	6.79			83,107			564		
December	6.88			93,086			641		
Year total	$ 6.78			$ 81,512			$ 552		
Year to date	$ 6.73	$ 6.72	100%	$ 78,731	$ 87,129	111%	$ 530	$ 585	110%

May Sales by Size Group

		Annualized premium (000)		Face amount (000)		Number of policies	
		1988	1989	1988	1989	1988	1989
Group I	Month	$ 26,957	$ 29,600	$ 3,724,440	$ 4,103,823	54,211	52,111
	Year to date	$124,535	$131,243	$16,757,689	$17,945,157	243,892	228,867
Group II	Month	$ 14,088	$ 15,219	$ 2,379,809	$ 2,483,278	24,882	24,322
	Year to date	$ 72,744	$ 68,145	$11,874,706	$11,266,644	125,071	111,169
Group III	Month	$ 4,695	$ 5,048	$ 877,644	$ 845,696	9,695	8,579
	Year to date	$ 21,815	$ 22,862	$ 3,942,877	$ 3,871,685	44,793	39,672

About the Survey

This survey gives ordinary sales results of a group of companies that report three measures of sales performance — annualized premiums, face amount (volume), and number of policies. From these data, premium per $1,000, average size policy, and premium per policy, as well as trends in those statistics, are derived. Sales results by product are also shown for a subset of the contributing companies.

The definition of new sales excludes revivals, indexed increases, dividend additions, reinsurance acquired, credit insurance (coverage of obligations not exceeding 120 months' duration), and products without insurance (such as annuities and Canadian pension bonds). The data include mass-marketed ordinary business.

The results are based on the experience of 37 companies plus four subsidiary companies operating in Canada. The contributors represent 81 percent of the 1987 Canadian ordinary volume sold and 84 percent of first-year premiums written. The business of these contributors may not represent the industry proportions of participating and nonparticipating policies and of term and permanent insurance sold; therefore, statistics (such as premium per $1,000) derived from the experience of the contributors may not represent the experience of the industry as a whole.

Company corrections are incorporated on a monthly basis to provide contributors with the most up-to-date information.

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—Market Research

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Contributors

Group I
Canada Life
Great-West Life†
Industrial-Alliance Life†
London Life†
Manufacturers Life†
Metropolitan Life†
(includes Metropolitan Life of Canada)
Mutual Life of Canada†
North American Life (Canada)
Prudential of America†
Sun Life of Canada†

Group II
Ætna Life of Canada†
Commercial Union Life of Canada
Confederation Life
Co-operators Life
Crown Life†
Imperial Life of Canada
La Laurentienne†
Maritime Life (Canada)†
National Life of Canada
New York Life†
(includes New York Life of Canada)
Prudential of England
(includes Prudential Life of England)
Seaboard Life†
Transamerica Occidental Life†
(includes Transamerica Life of Canada)
Zurich Life of Canada†

Group III
Allstate Life of Canada†
Assumption Mutual Life
Assurance-Vie Desjardins
COLONIA Life†
Equitable Life of Canada†
Financial Life of Canada†
Knights of Columbus†
Laurier Life†
Royal Life (Canada)†
La Sauvegarde†
La Solidarite
State Farm Life†
L'Union-Vie†

The groupings of companies and departments are maintained for five-year periods to allow examination of trends; currently they are based on the sum of first-year and renewal direct-written ordinary life premium income as of December 31, 1986.

† Company is included in product market share chart

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